

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

RJR Account #335710  
Mr. J. Weisberg  
KINGSTON TOBACCO

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Joe:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **38** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	<u>1</u>
Light 100	12300-24961	<u>1</u>
Light Men 100	12300-24963	<u>1</u>
FF 100	12300-24962	<u>2</u>

**DISPLAY DETAIL (#536645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

**January 26, 1998**

Ship Date to Retail:

**Week of: February 9, 1998**

SKU CUBE :

**0.4965**

SKU WT (w/o Product):

**1.1700 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$303.48**

51845 9739

-2-

B1G1F

KINGSTON TOBACCO

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$24.50 (1.75 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162305

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FEBB1G1F.DOC

51845 9740

WHOLESALE : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB BIGIF  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

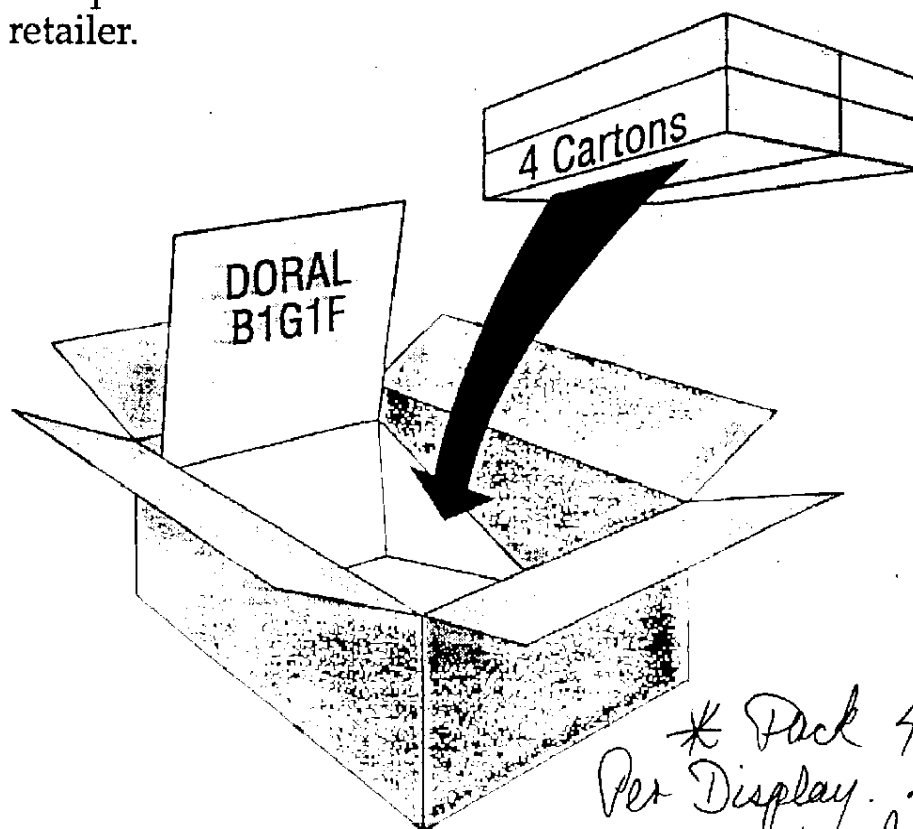
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914) 254-4753
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914) 331-4736
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914) 338-6577
162305	162327	212606	MAIL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914) 336-2707
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914) 331-9013
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	5			963645	(914) 338-7275
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914) 336-7783
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914) 339-1597
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	2				(914) 339-0993
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914) 339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914) 338-1399
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	2				(914) 338-8330
162305	162328	735486	BP CALDOR	RT 9W CALDOR PLAZ	KINGSTON	NY	12401	1				(914) 336-7311
162305	162327	743277	DAIRY KING	353 FOXHALL AVE	KINGSTON	NY	12401	1				(914) 338-9120
162305	162326	747519	SAUGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914) 247-9138
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518) 634-2625
162305	162326	759763	M & B BEVERAGE INC.	ROUTE 9W	SAUGERTIES	NY	12477	1				(914) 246-7377
162305	162326	762542	AERO STAR INC.	3 MOUNT AIRY RD	SAUGERTIES	NY	12477	1				(914) 246-3121
162305	162327	764445	HARRY, INC.	85 MURRAY ST	KINGSTON	NY	12401	1				(914) 338-0186
162305	162326	764455	LAWYERS GENERAL	STORE, INC.	EAST DURHAM	NY	12423	1				(518) 634-2546
162305	162328	767816	K & S PETROLEUM	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914) 679-4556
162305	162328	770168	HOBBO DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914) 339-3452
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1				(914) 687-0339
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1			945261	(914) 691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1				(914) 265-2171
162308	162328	770154	GETTY # 58721	617 ALBANY POST R	HYDE PARK	NY	12538	1				(914) 229-2614
162308	162328	582742	M & S QUICK MART, IN	238 DUTCH TPKE	POUGHKEEPSIE	NY	12601	1				(914) 454-7989
162308	162329	696041	SAS PROTRO INC.	DBA SUNOCO MART	BEACON	NY	12508	1				(914) 831-0435
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914) 485-5692
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914) 229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	1				(914) 454-4133

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 37

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 37

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

**Item:** # 536645**Description:** DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

51845 9742

# February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

**Paster**



**2-Pack  
Sleeve**



**Counter Display**



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

## **Details -**

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free